

## **EXERGAMING PRODUCT CONCEPT**

### **Challenge:**

The client is a video game developer in the process of creating an Exergaming product. The product was to be similar to traditional Exergaming products that merge fitness and gaming into one, but differ in its application and process. Unlike current Exergaming products where exercise is the focal point of the game, the client's product was to use exercise to enhance playability of specific games unrelated to exercise.

### **Solution:**

Primary market research approach was used for exploratory analysis.

### **Results:**

- Research revealed that the basic exercise goals were cardio and weightlifting workouts, which reflected no viability for the proposed Exergaming product's goal of enhanced playability.
- Research revealed that despite the availability of known Exergaming products in the market place, the most popular exercise options are gym memberships and exercise DVDs, which reflected no viability for the proposed Exergaming product.
- Research revealed that the preferred exercise options are the gym and exercise DVDs, which reflected no viability for the proposed Exergaming product.

### **Conclusion:**

The overarching theme of the market research findings was that there is a huge disconnect between video gaming and exercise being merged into one. The results discouraged the video game developer from further investing in the development of the proposed Exergame product.